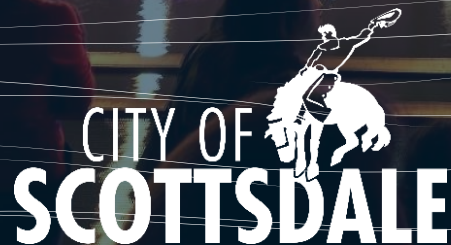


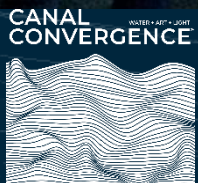
# Canal Convergence | Water + Art + Light

*The Story of Water, November 8-17, 2019*



BILLIE JO + JUDD  
HERBERGER





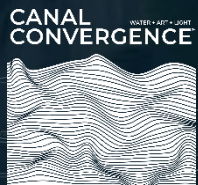
**A partnership with Salt River Project, the City of Scottsdale and Scottsdale Arts to beautify and offer tourism potential for the redeveloped Scottsdale Waterfront. Now in its 8<sup>th</sup> year, Canal Convergence continues to evolve as a destination event.**

# Vision - Strategy

Canal Convergence is a 10-day premiere destination event that celebrates the arts, educates the community, and boosts tourism during shoulder season. Strategically, it is a world-class event, serves a diverse and global audience, with a sustainable business model.





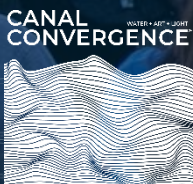


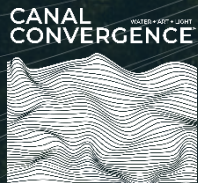
# November 2019 Event Overview

10 Full Days · 20 artworks · 133 programmatic elements, including:  
artist talks · workshops · tours · music performances · arts experiences

# November 2019 Highlights

One Water Brew Challenge • VIP location presence • Scottsdale Arts retail presence  
• Walter Productions performative public art • great weather • attendance





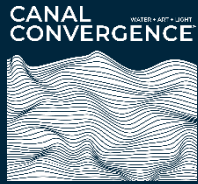
# Metrics | Attendance

arts  
scottsdale  
scottsdale public art

2012:	5,690
2013:	10,600
2014:	30,500
2015:	38,500
2016:	56,200
2017:	80,540
2018 (Feb.):	32,855
2018 (Nov.):	277,380
2019:	294,815

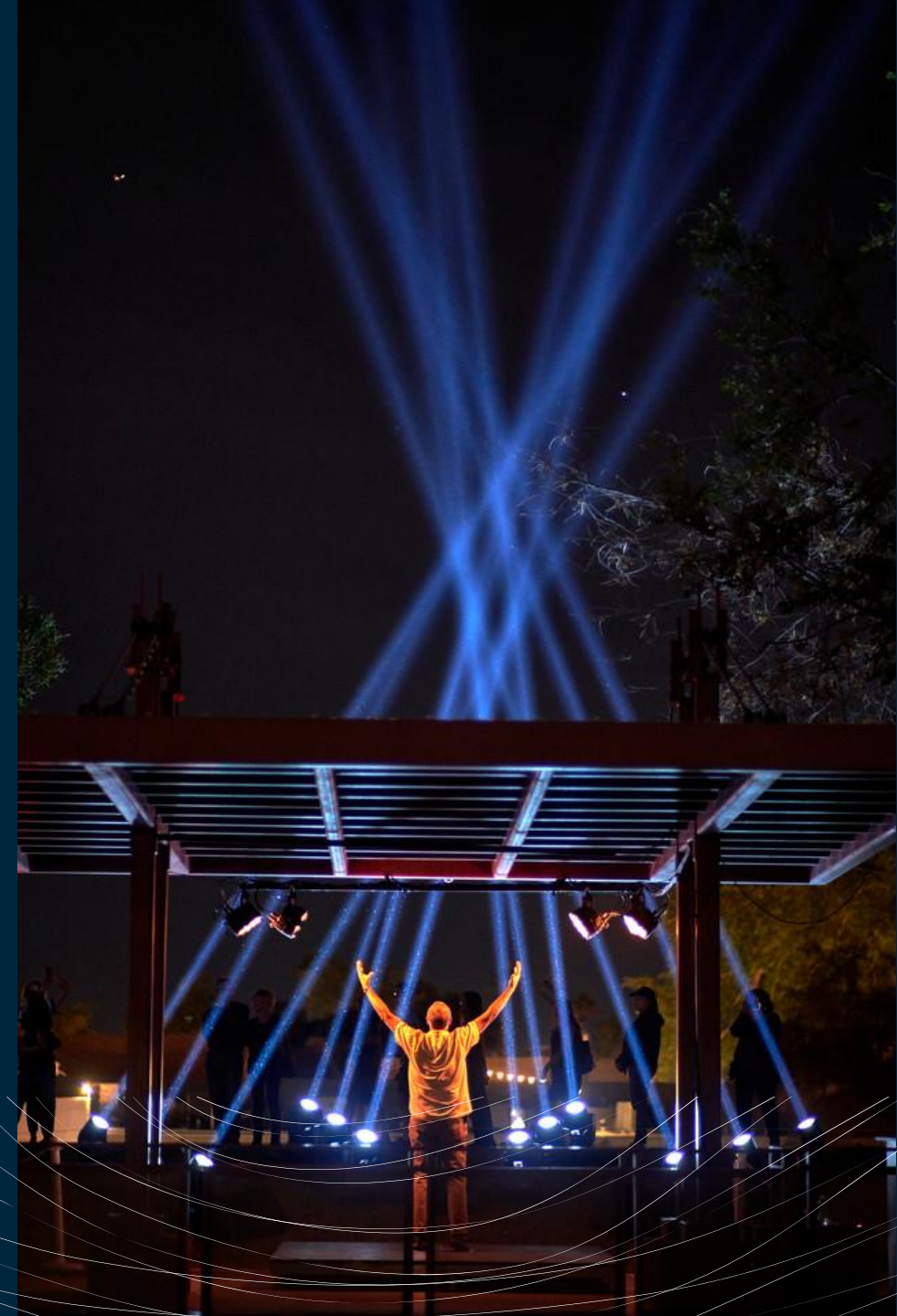
8.92% increase from 2018

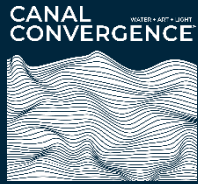




# Metrics | Marketing

Press Coverage	2018 (Feb)	2018 (Nov)	2019
Local Print/Online:	6	13	52
National Print/Online:	10	12	6
International Print/Online:	4	1	5
Local Radio:	4	2	4
National Radio:	1		2
Local TV:	3	7	7
<b>TOTAL MEDIA:</b>	<b>27</b>	<b>35</b>	<b>76</b>

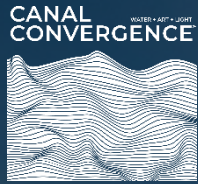




# Tourism

	2017 (Nov. 10-19)	2018 (Nov. 9-18)	2019 (Nov. 8-17)	% Difference
Occupancy:	76.9%	82.8%	82.7%	-.01%
Average Daily Rate (ADR):	\$196.18	\$213.85	\$223.35	4.4%
Revenue per available room (RevPAR):	\$152.13	\$179.12	\$186.01	3.9%





# Partnerships

arts  
scottsdale  
scottsdale public art



BILLIE JO + JUDD  
HERBERGER



MAGNUM



SCOTTSDALE  
*Fashion Square*

PHOENIX  
**New Times**

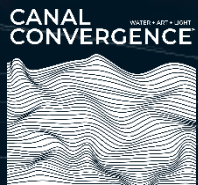


COX

TOROSIAN  
FOUNDATION

SOAR  
FOUNDATION

Partners: Scottsdale Unified School District • Experience Scottsdale • Park Fifth Avenue, LLC  
Boys & Girls Clubs of Greater Scottsdale • Broadstone Waterfront • City of Scottsdale, Solid Waste  
Services • City of Scottsdale, Water Resources • Cosanti Foundation • McDowell Sonoran Preserve  
Paradise Valley Unified School District • Scottsdale Artists' School • Scottsdale Contemporary Month  
Scottsdazzle • Southbridge Management • Waterfront Properties • Dollar Radio Rentals • Air Comm



# Canal Convergence 2020 - Changes

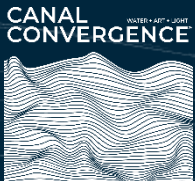
Reduced Funding · COVID-19 · Social distancing and staying healthy is the focus

## REALITY

- Four-day event instead of ten, resulting in smaller presence at Waterfront
- WHO, IFEA, CDC websites monitored for updates
- No *Local Light* presence this year
- No performative artworks
- More passive engagement, less performance

## OPPORTUNITY

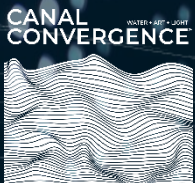
- Tracked/timed attendance for Waterfront artworks
- Inclusion of Scottsdale Arts safety measures for Waterfront attendance
- Integration of “drive-by” artworks installed in different parts of town, with artworks that can stay up longer
- Integration of online/digital presence including live streaming events, augmented reality-based artworks and art experiences.



# Canal Convergence 2020 - Changes

# Canal Convergence 2021

- Focus on art, science and technology
- CODASummit
- A “test drive” towards us hosting our own conference with Canal Convergence





Thank You!